

DEC 30 1968

Instructional Dynamics Incorporated • 166 East Superior Street • Chicago, Illinois 60611 • 312/943-1200



26 December 1968

Dr. Joshua Lederberg
Professor of Genetics
Stanford University School of Medicine
Stanford Medical Center
Palo Alto, California 94304

Dear Dr. Lederberg:

All of us at IDI, especially our board chairman, Dr. Leonard Reiffel, are delighted to learn of your interest in our proposed cassette series. As it turns out, Dr. Reiffel frequently consults with NASA officials in New York and Washington, and we wonder if it would be possible for you to meet with him at either of these cities sometime in January. For example, Dr. Reiffel will be in Washington on January 8 and 9, but he'll be glad to juggle his schedule to accommodate yours in the event you plan to visit the East sometime in January. If that does not seem likely, I'd be grateful if you'd call me collect so that we could work out some other arrangements for discussing your series.

We believe that at the start, at least, your weekly discussions should be professional rather than general in content. We have in mind an initial target audience of 200 or 300 hospitals, universities, and research institutions that might subscribe so that their staffs could participate in a kind of post graduate educational program. As we see the program developing in the initial stages, the weekly cassettes would consist of your commentary on whatever interests you that relates to the professional needs of your fellow researchers in genetics. For example, in one 25 minute cassette you might want to (1) allude to a book or a paper you read that struck you as especially meaningful, (2) summarize a session of a meeting you attended that seemed worth reporting, (3) describe some research or methods of research that for some reason struck you as important, (4) offer your views and criticism of federal programs, or the lack of them, (5) mention some project of yours or a colleagues that is noteworthy. The idea, as our earlier letter suggested, is to let scientists in effect have coffee with Joshua Lederberg on a weekly basis. Little preparation would be necessary. One of our communicators, for example, merely puts together a stack of material that could serve as resource material and then picks a few appropriate items from it each month. The content of our services varies considerably in terms of the audiences involved and the interests of those who are doing the commenting. I've enclosed three sample cassettes, as samples. Two of these -- the ones by Dr. Milton Friedman and by Dr. Samuelson -- reach both the financial community and colleges and universities. The third -- by Robert

REGIONAL OFFICES: WASHINGTON, D.C. • NEW YORK • CLEVELAND

INTERNATIONAL OFFICE: LONDON

26 December 1968

Dr. Joshua Lederberg

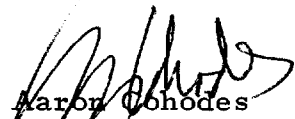
Page 2

M. Cunningham Jr. -- is directed at hospital administrators. As you'll note, the content varies considerably, as does the style. These cassettes will play on virtually any standard cassette-recording unit, including Norelco, Ampex and Bell & Howell units, and I'm sure your hospital audio-visual department has one available you can borrow. If you do have a problem getting one, please let me know and we'll airmail one out. I've also enclosed some promotional material describing these services, and I look forward eagerly to your reaction to the approach suggested in this letter. To speed things along, I'd be grateful if you'd call me as soon as you've had a chance to listen to some of this material and brood about it. Two final points: (1) We are extremely conscious of the demands on your time and the recording of the cassettes should take no more than 45 minutes or so a week. It will also be possible for us to do the recording at any quiet place you designate -- and, indeed, to do several cassettes at a time on occasion so that your movements and activity will not be restricted. We'll also arrange for you to have your own recording unit that can be operated simply by you any place you want -- in a hotel room, say, or at home. Thus, you could do your own cassettes and we could arrange to dub in an introduction and close in our Chicago studies. (2) It seems to us that the potential audience of your series would be expanded if we broadened the topic of your concern from genetic considerations to molecular biology considerations.

I hope this letter makes sense to you.

All good wishes.

Cordially,



Aaron Cohodes
Vice President

AC:ab
Encl.

P.S. We are temporarily out of Dr. Friedman cassettes.